

## Application of Yin (2009) model in the Persian translation of English Action movies

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### Abstract:

According to Newmark (1988:5) "translation is rendering the meaning of a text into another language in the way that the author intended the text". The purpose of this research is to investigate the strategies applied in translation of English movies titles into Persian. This study is descriptive corpus-based research. At first, movies with action genre were searched on the Digi Movies website and the English titles of the movies were extracted. After that, the translation of the Persian titles of the movies with the action genre was extracted. Based on Yin's (2009) theoretical framework, the data is classified. Then the classified data is placed in the number and frequency tables. The result of this study shows that the most used strategy in translating the titles from English to Persian is literal translation with the frequency of (71%) and the least strategy used in the translation of titles from English to Persian is explication with the frequency of (2.6%), and the three strategies between these two are transliteration with the frequency of (13.3%), providing a new title with the frequency of (6.6%) and adaptation with the frequency of (6.3%).

**Keywords:** translation studies, audio-visual translation, subtitling, title translation, movies title, strategies.

### Introduction:

Nida and Taber (1974:12): translating consist in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. Catford (1965: 1): translation is an operation performed on languages: a process of substituting a text in one language for a text in another. According to Newmark (1988:5) "translation is rendering the meaning of a text into another language in the way that the author intended the text". Nida and Taber (1982) say that translating consists in the reproducing in the receptor language the closest natural equivalent of the source-language message, firstly in terms of meaning and secondly in terms of style. Both definitions above imply that translation involves two languages: the source language (SL) and the target or receptor language (TL or RL), and that an act of translating is an act of reproducing the meaning of the SL text into that of the TL text. Baker (1992) also proposes four strategies in translating idioms: translation by using an idiom of similar meaning and form, translation by using an idiom of similar meaning but dissimilar form, translation by paraphrasing, and translation by omission. In translating, meaning must be held constant. Munday (2012) rather

basically defines the “process of translation” as involving “the translator changing an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language (the target language or TL)”.

## Review of related literature:

The study conducted by Klymenko and Suima (2022) examines the complexities involved in translating film titles from English to Ukrainian. In this article, strategies of direct translation, development and transformations are used. The choice of strategy depends on the original film title, linguistic cultural components, movie genre, viewership, and marketing strategies. The study analyzed over 1,000 film titles broadcasted in Ukraine between 2015 and 2020. It categorized films by genre and examined the most common translation strategies used. Results indicated that while some titles were translated directly, many underwent significant changes to better suit Ukrainian audiences. The article emphasizes that effective film title translation goes beyond mere linguistic conversion; it requires a deep understanding of cultural dynamics and audience expectations. Translators play a crucial role in shaping how films are perceived across different cultures, making their work both challenging and essential for international cinema.

The study by Shi (2014) explores the intricacies of translating English film titles, focusing on the concepts of domestication and foreignization. It emphasizes that effective film titles should be not only attractive but also reflective of the film's content, aiming to draw audiences in while maintaining cultural significance. Translation Strategies in this article, Domestication: This approach makes the title more accessible to target audiences by adapting cultural references. It aims to create familiarity with foreign texts. Foreignization: This strategy retains original cultural elements, allowing audiences to experience the source culture. It promotes cultural exchange and authenticity. In conclusion, Shi argues that successful English film title translations require a balance between domestication and foreignization strategies, considering both linguistic accuracy and cultural significance to effectively engage audiences.

According to (Bai,2018) explores the significance of English movie title translation, particularly in the context of the increasingly open Chinese market for foreign films. It emphasizes that movie titles serve as both artistic expressions and commercial tools, playing a crucial role in attracting audiences. The paper discusses various strategies such as literal translation, free translation, and transliteration. the paper aims to promote better understanding and appreciation of foreign films in China.

The paper by Malur (2022) examines the importance of distinctive film titles in captivating audiences and generating commercial excitement. The methodology applied here is based on the descriptive linguistic method, which directly relates to the film titles. Malur concludes that unique film titles are an art form in themselves, capable of generating significant commercial hype while inviting diverse interpretations from audiences. The research underscores the need for further studies in this area, particularly in regional cinema.

The article by Yin (2009) discusses the significance and techniques involved in translating English movie titles into Chinese. The article categorizes translation techniques into two main approaches: respecting the original title and adapting it for cultural relevance. Key techniques include:

**Transliteration:** This involves borrowing the original title's sound, especially for names or places familiar to the audience (e.g., "Titanic" becomes <<tai tan ni ke>>).

**Literal Translation:** This method translates titles word-for-word while maintaining their meaning, suitable for straightforward titles that accurately reflect the movie's story (e.g., "Saving Private Ryan" translates to <<zheng jiu da bing rui en>>).

**Explication:** For titles that are allusive or ambiguous, additional context is provided to clarify their meaning (e.g., "Seven" becomes <<qī zong zuì>>, specifying the seven deadly sins).

**Adaptation:** This technique changes cultural references to resonate better with the target audience, ensuring comprehension and acceptance (e.g., "Salt of the Earth" is adapted to <<she hui zhong jian>>).

**Providing a New Title:** In some cases, translators create entirely new titles that capture the essence of the film while appealing to local audiences (e.g., "Forrest Gump" is rendered as <<a gan zheng zhuan>>).

this study emphasizes the importance of thoughtful translation practices in making English films accessible and appealing to Chinese audiences.

According to the reviewed literature, the researcher notices that there is little research on the translation of movies titles from English to Persian and more research is needed. The purpose of this research is to investigate the strategies applied in translation of English movies titles into Persian.

## Methodology:

This study is descriptive corpus-based research. At first, movies with action genre were searched on the Digi Movies website and the English titles of the movies were extracted. After that, the translation of the Persian titles of the movies with the action genre was extracted. Based on Yin's (2009) theoretical framework, the data is classified. Then the classified data is placed in the number and frequency tables.

## Result and discussion:

Table1, Number of strategies used in the title of movies with action genre:

strategies	transliteration	Literal translation	explication	adaptation	providing a new title
No.	40	213	8	19	20

This table shows the number of strategies use in translation of English movies title into Persian in the action genre. The most used strategy in translating the titles from English to Persian is literal

translation with the number of (213) example: Project Wolf Hunting as (پروژه شکار گرگ) and the least strategy used in the translation of titles from English to Persian is explication with the number of (8) example: Til Death Do Us Part as (تا وقتی که مرگ ما را از هم جدا کند), and the three strategies between these two are transliteration with the number of (40) example: Napoleon as (ناپلئون), providing a new title with the number of (20) example: Red Right Hand as (دست انتقام) and adaptation with the number of (19) example: Armour of God as (سپر خدا).

Table2, Frequency of strategies:

strategies	Transliteration	Literal translation	Explication	Adaptation	Providing a new title
frequency	13.3%	71%	2.6%	6.3%	6.6%

This table shows the frequency of strategies use in translation of English movies title into Persian in the action genre. The most used strategy in translating the titles from English to Persian is literal translation with the frequency of (71%) and the least strategy used in the translation of titles from English to Persian is explication with the frequency of (2.6%), and the three strategies between these two are transliteration with the frequency of (13.3%), providing a new title with the frequency of (6.6%) and adaptation with the frequency of (6.3%).

## Conclusion:

The purpose of this research is to find the strategies used in translating the title of English movies into Persian in the action genre. And finding the most used strategies in translating English to Persian. The present study investigated the translation of 300 movies title from English to Persian. After examining the strategies according to Yin's theory, the most used strategy in the translation of titles is literal translation and the least used strategy is explanation. This is in line with (Lotfollahi& Moinszadeh,2012) who investigated translation of 60 Hollywood movies of 2010 from English to Persian. And using the presented model of Vinay and Darbelnet as a theoretical framework and came to the same result. According to the obtained result, it is suggested that the translation of movie titles from English to Persian in different genres should be investigated in order to obtain more complete result.

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